

Message Text

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ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----112632 210601Z /10

R 210341Z DEC 77
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 4624
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 01 OF 03 WELLINGTON 05876

E.O.11652:N/A
TAGS:BEXP,NZ
SUBJECT: AMTECH 78 EXHIBITION

REF: (A) WELLINGTON 5596, 5597, 5619, 5620, 5631, 5632,
5633 (B) STATE 302106

1. SUMMARY. REFTELS (A) CONSTITUTED TOGETHER THE
FINAL MARKET RESEARCH REPORT FOR THE AMTECH 78
EXHIBITION DONE BY REGIONAL MARKET RESEARCH OFFICER
ROGER TURNER. THE EMBASSY WISHES TO ADD SOME COMMENTS
TO THAT REPORT, AS DETAILED BELOW. END SUMMARY.

2. WE APPRECIATE WASHINGTON'S CONCURRENCE IN AMTECH
78 AS INDICATED REF (B). LOOK FORWARD TO RECEIVING
PERIODIC REPORTS ON THE PROGRESS OF RECRUITING OF
NTM EXHIBITORS. WE ARE ALREADY IN TOUCH WITH IMC SYDNEY
CONCERNING THE NEXT STEPS IN PREPARING FOR AMTECH.

3. AS INDICATED IN WELLINGTON 5699, THE REGIONAL
MARKET RESEARCH OFFICER (RMRO) IS TO BE COMMENDED FOR
HIS COMPREHENSIVE REPORT ON THE NEW ZEALAND MARKET
FOR HEALTH CARE AND BUSINESS EQUIPMENT AND COMPUTERS.
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HIS RESEARCH WORK WAS THOROUGH, AND HIS CONCLUSIONS
ARE BASICALLY SOUND. WE WOULD LIKE TO REGISTER THE
FOLLOWING OBSERVATIONS, HOWEVER.

4. IN HIS TABLES AND IN HIS NARRATIVE, THE RMRO HAS
IDENTIFIED SOME SPECIFIC PRODUCTS WHICH ARE SUBJECT
TO IMPORT LICENSING AND/OR THE IMPORT DEPOSIT SCHEME

IN NEW ZEALAND. AS A GENERAL RULE, THIS CAN BE TAKEN AS AN INDICATION THAT LOCAL IMPORTERS MAY HAVE DIFFICULTY IN BRINGING THE PRODUCT IN QUESTION INTO THE COUNTRY. LICENSING AND THE SCHEME ORIGINATE FROM THE DESIRE TO PROTECT DOMESTIC INDUSTRIES AND TO RESTRICT THE OUTFLOW OF FOREIGN EXCHANGE. IN ITS RECRUITING EFFORT FOR AMTECH, USDOC WOULD BE WELL ADVISED NOT TO EMPHASIZE SUPPLIERS OF SUCH PRODUCTS.

5. THE RMRO, IN HIS TABLE IV, STATES THAT SPECIALIZED DENTAL AND MEDICAL FURNITURE (BTN 94.02.009) IS NOT SUBJECT TO LICENSING. SURFUCAL OPERATING TABLES AND BWNITIYES' REVOLVING CHAIRS ARE INDEED EXEMPT FROM LICENSING, BUT OTHER DENTAL AND MEDICAL FURNITURE IS SUBJECT TO LICENSING.

6. THE RMRT HAS SUGGESTED THAT THOUGHT BE GIVEN IN SCHEDULING FUTURE AMTECHS TO TYING THEM IN WITH LOCAL PROFESSIONAL CONFERENCES. WHILE WE WILL IN FUTURE, AS WE HAVE IN THE PAST, GIVE CONSIDERATION TO THIS CONCEPT IN PLANNING FOR AMTECH EXHIBITIONS, WE DO NOT BELIEVE IT WISE TO GENERALIZE. RATHER EACH CASE SHOULD BE EXAMINED ON ITS OWN MERITS AT THE TIME. GENERALLY, HOWEVER, LOCAL PROFESSIONAL

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GROUPS SUCH AS THE COMPUTER SOCIETY OR THE THEATER SISTERS ASSOCIATION LOOK UPON THEIR PERIODIC GATHERINGS AS CONVENTIONS FIRST AND FOREMOST, WITH ANY ACCOMPANYING PRODUCT EXHIBIT BEING SECONDARY. CONFERENCES MIGHT BE HELD ANYWHERE IN THE COUNTRY AND ARE OFTEN HOUSED IN HOTELS, AT UNIVERSITIES, ETC. THERE IS NO GUARANTEE, NOR IS IT CONSIDERED PARTICULARLY RELEVANT IN SITE SELECTION, THAT THERE BE SUITABLE INFRASTRUCTURE FOR A MAJOR INDUSTRIAL EXHIBITION. CONFERENCE DATES HAVE A HABIT OF BEING CHANGED, SOMETIMES AT WHAT WOULD BE QUITE SHORT NOTICE FOR PROSPECTIVE OVERSEAS EXHIBITORS OR PARTICIPANTS. ATTENDANCE IS GENERALLY RESTRICTED TO THE GROUP'S MEMBERSHIP. THE FORTHCOMING CONFERENCE OF THE NZ COMPUTER SOCIETY (REF WELLINGTON 5481) IS AN EXCEPTION TO THE NORM IN THAT IN 1978, FOR THE FIRST TIME, AN EFFORT IS BEING MADE TO TAKE A PRODUCT EXHIBITION INTO SERIOUS ACCOUNT IN PLANNING THE EVENT. EVEN THEN, THE TOTAL FLOOR SPACE AVAILABLE IS A FRACTION OF THAT REQUIRED FOR AN AMTECH, AND THE EVENT REMAINS FIRST AND FOREMOST A PROFESSIONAL CONVENTION AND ONLY

SECONDARILY AN EQUIPMENT EXHIBITION. THOSE FIRMS
DISPLAYING WILL BE EXCLUSIVELY OTMS. THEIR
PRESENTATIONS WILL BE QUITE MODEST AND THE
AUDIENCE WILL ALMOST EXCLUSIVELY BE PROGRAMMERS
AND OPERATORS WITH A FEW SCHOOL GROUPS THROWN IN.
A PARTICULAR EFFORT TO RECRUIT ATTENDANCE FROM
OUTSIDE THE SOCIETY'S MEMBERSHIP IS NOT ENVISAGED.
IN SHORT, THE PREVIOUS AMTECHS HAVE SET A STANDARD
OF EXCELLENCE TO WHICH LOCAL EVENTS ASPIRE; THEY

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ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
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R 210341Z DEC 77
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
INFO SECSTATE WASHDC 4625
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
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STILL HAVE A LONG, LONG WAY TO GO.

7. IT MUST BE REMEMBERED, TOO, THAT AMTECH HAS
TRADITIONALLY HAD THREE THEMES, AS IT WILL AGAIN
NEXT YEAR. ALIGNING FUTURE AMTECHS WITH LOCAL
EXHIBITIONS WOULD INVOLVE AT LEAST A DE-EMPHASIS,
AND AT WORST AN ABANDONMENT, OF ALL BUT ONE THEME;
WE DOUBT THAT A SINGLE-THEME CLASS 1 EXHIBITION,
EITHER NTM OR OTM, COULD BE RECRUITED FOR NEW
ZEALAND. THE MOMENTUM OF PREVIOUS AMTECHS CAN
ONLY BE SUSTAINED ON A MULTIPLE-THEME BASIS.

8. IN SOME CASES, HOWEVER, PARTICIPATION IN
LOCAL EVENTS MAY BE ADVISABLE. FOR EXAMPLE,
THERE WAS A U.S. COURT AT THE AUCKLAND INTER-
NATIONAL FAIR THIS PAST AUGUST ORGANIZED BY
AMCONSUL AUCKLAND WITHOUT SUPPORT FROM WASHINGTON.
LIKewise, WE HAVE PROPOSED A U.S. PRESENCE AT A
COMMERCIAL FISHING EXHIBITION SCHEDULED TO BE
HELD IN 1979 IN WELLINGTON, AND WILL SOON BEGIN

RECRUITING LOCAL AGENTS TO TAKE PART IN A U.S.
COURT AT THE 1979 WELLINGTON INTERNATIONAL TRADE
FAIR. THERE ARE UNDOUBEDLY OTHER LOCAL EVENTS
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WORTH OUR ATTENTION, AND WE INTEND TO DO OUR
BEST TO SEE THAT OFFICIAL U.S. PARTICIPATIONS
OF AN APPROPRIATE SCALE ARE PLANNED FOR THEM.
AMTECH, HOWEVER, IS OF A MAGNITUDE, OF A
REPUTATION, AND OF A STANDARD WHICH LEADS US TO
CONCLUDE THAT, GIVEN THE PRESENT OFFERINGS OF
LOCAL PROFESSIONAL CONFERENCES AND SPECIALIZED
EXHIBITIONS, IT MUST STAND ALONE.

8. WE THINK IT IMPORTANT THAT THERE BE A SIGNIFI-
CANT OTM CONTINGENT IN AMTECH 78. THE PRESENCE
OF FIRMS WHOSE NAMES ARE KNOWN LOCALLY AND WHOSE
PRODUCTS ARE FAMILIAR TO NEW ZEALAND BUYERS WILL
BE A MAJOR BOOST IN DRAWING GBOD NUMBERS OF
QUALITY VISITORS. IN ADDITION, THE BOOST THEY
CAN GIVE TO OUR PROMOTION EFFORTS WOULD BE SIGNIF-
ICANT. WE FEEL CONFIDENT THAT WE CAN CONTRIBUTE
MORE THAN 20 PERCENT OF THE AMTECH PARTICIPANTS,
ESPECIALLY IN THE COMPUTER AREA, AND THAT WE
COULD BRING IN SOME BUSINESS AND HEALTH CARE
IMPORTERS IF THEIR U.S. PRINCIPALS WERE WILLING
TO FOOT PART OR ALL OF THE PARTICIPATION FEE
(EVENTUAL USDOC ASSISTANCE ON THIS POINT COULD
BE OF GREAT VALUE). NEW ZEALAND MAY BE AN EXCEPTION
TO THE NORMAL RULE FOR USDOC PROMOTIONS IN THE
LOCAL RELUCTANCE, AS NOTED BY THE RMRO, TO TRY
SOMETHING NEW; NEW ZEALANDERS WANT TO BE IN THE
FOREFRONT OF TECHNOLOGICAL ADVANCES, BUT THEY
WANT TO ASSURE THEMSELVES THROUGH SOMEONE ELSE'S
EXPERIENCE THAT THE TECHNOLOGY WORKS. THE OTM
COMPONENT OF AMTECH HAS A USEFUL ROLE TO PLAY
AS A DRAWING CARD BENEFICIAL, IF SOMEWHAT
INDIRECTLY, TO THE NTM EXHIBITORS.
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10. AS POINTED OUT IN WELLINGTON 5078 AND 5481,
THERE IS A MAJOR POTENTIAL PROBLEM WITH AMTECH
78 IN THAT FIRMS SUCH AS IBM, NASHUA AND XEROX,
WHOM WE WOULD LIKE TO COUNT AMONG OUR OTM
PARTICIPANTS, MIGHT NOT QUALIFY BY VIRTURE OF

INADEQUATE U.S. CONTENT IN THEIR PRODUCT LINE.
WE WOULD APPRECIATE CONFIRMATION FROM USDOC AS
TO WHETHER THIS IS A PROBLEM WITHIN THE CURRENT
EXHIBITION GUIDELINES AND, IF SO, WHETHER A
SUITABLE WAIVER CAN BE GRANTED. ALL THREE FIRMS
NAMED, FOR EXAMPLE, HAVE TAKEN PART IN THE PREVIOUS
AMTECHS, AND WE FEEL CONFIDENT THAT ALL THREE WILL
WANT TO DO SO AGAIN NEXT YEAR. WE WOULD APPRECIATE
A READING ON THIS SITUATION ASAP.

11. WE HEARTILY SUPPORT THE RMRO'S RECOMMENDATION
THAT AMTECH 78 BE ACCOMPANIED BY A STRONG TECHNICAL
SEMINAR PROGRAM, FEATURING AT LEAST A FEW NOTED
AMERICAN SPEAKERS. SUCH SEMINARS ACCOMPANIED
AMTECH 76, AND WERE A MAJOR DRAWING CARD. WHILE
WE PROBABLY COULD RECRUIT SOME PAPERS FROM
LOCAL OTM PARTICIPANTS, WE WOULD LIKE TO SEE
THE BULK OF THE SEMINAR PROGRAM COMING FROM THE
NTM GROUP AND FROM PROMINENT AMERICAN SPECIALISTS
RECRUITED FOR THIS PURPOSE.

12. WE WOULD BE GRATEFUL FOR URGENT INDICATION AS
TO USDOC'S INTENTIONS WITH RESPECT TO AMTECH IN TERMS OF
THE RELATIVE ROLE OF THE OTM

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ACTION EA-12

INFO OCT-01 EB-08 ISO-00 /021 W
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R 210341Z DEC 77
FM AMEMBASSY WELLINGTON
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INFO SECSTATE WASHDC 4626
AMEMBASSY CANBERRA
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SECTOR, AND WHETHER A WAIVER OF U.S. ORIGIN CONTENT
IN THE PRODUCT LINE IS NECESSARY AND MANAGEABLE.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 WELLINGTON 5596
Retention: 0
Review Action: RELEASED, APPROVED
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Review Event:
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
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Secure: OPEN
Status: NATIVE
Subject: AMTECH 78 EXHIBITION
TAGS: BEXP, NZ
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a22649fe-c188-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009